

**ACTION MINUTES
LYNNWOOD TOURISM ADVISORY COMMITTEE
Annex Conference Room
May 10, 2012
7:45 AM**

10. Call to Order

Chairperson Smith called the meeting to order at 7:45 a.m.

20. Roll Call

Committee Members present:

Chairperson Smith
Committee Member Walker
Committee Member Horrigan
Committee Member Spain
Committee Member Dull
Committee Member Klein
Committee Member Muller

Staff:

Mary Monroe, Tourism Manager
David Kleitsch, Economic Development Director

Committee Members absent:

None

30. Approval of Minutes

30.1 Minutes of April 12, 2012: Committee Member Spain moved to approve the minutes of April 12, 2012. Committee Member Horrigan seconded the motion. The motion passed unanimously

40. Written Communications

None

50. Public Comments

None.

60. Reports from Committee Members

60.1 Committee Member Spain announced NorthStar Destination Strategies and Paramour Digital have been selected to rebrand Snohomish County Tourism and develop a new SCTB web site. The contract is being negotiated and the work is expected to start this summer. Ms. Spain also announced that the SCTB has hired a new sports marketing manager, Rich Huebner, and that Heather Carter, the SCTB Convention Services Manager, was leaving the SCTB to spend more time with her family.

Committee Member Horrigan, a board member of the Edmonds Community College Tourism and Hospitality Advisory Committee, referenced recent conversations at the College regarding opportunities for collaboration between the College and the tourism/hospitality industry. Ms. Horrigan will put Tourism Manager Monroe in contact with appropriate people at the College to discuss opportunities on how the College and Lynnwood may work together.

70. Resolutions and Action Items

None

80. Staff Reports

80.1 FY2013-2014 Budget Discussion

The Draft Tourism budget and work plan summary for FY 2013-2014 was presented. Review and discussion ensued. Levels of spending, the importance of the Canadian traveler, the need to have “face time” with tour operators, a push to more electronic fulfillment and an investigation of social media marketing were discussed.

Discussion ensued regarding a reserve policy for the lodging fund; ensuring adequate monies be kept in reserve to cover payments to the Lynnwood Public Facilities District; appropriate spending levels for tourism marketing; and measuring Return on Investment (ROI) from work program activities.

Committee Member Spain and Committee Member Klein recommended investment in the work program as a priority. The importance of marketing, maintaining personal connections with tour operators and the need to invest in marketing during a time of recession were priorities. Committee Member Spain suggested target reserve levels should at least equal annual operating costs. Committee Chair Smith requested a reserve policy be developed.

Committee Member Walker encouraged a revenue/expenditure forecast be developed for the next 15 years. He recommended the forecast be based on analysis provided by sources such as Smith Travel Research.

Committee Chair Smith and Committee Member Klien asked for clarification on the role of the Administrative Assistant. Director Kleitsch and Tourism Manager Monroe provided a summary of the roles and responsibilities of this position. Chair Smith advised the Committee that any new employee spending would need to be justified within the budget.

Social Media as a marketing tool was discussed. Tourism Manager Monroe informed the Committee that there were limitations in using Social Media due to the requirements of Washington State law and City policy. Contracting

this service to an outside vendor is a possibility requiring further review. Committee Member Spain indicated contracting social media, public relations and a quarterly newsletter may be a cost effective solution.

Pursuant to Committee discussion, staff will prepare a detailed work program with associated expenditures for the June 2012 TAC meeting. This information will include: justification for expenditures increases, the job description for the Administrative Assistant position, revenue projections for the next 10 year period, and a reserve policy.

80.2 Director's Report

Director Kleitsch reviewed tourism metrics for Snohomish County. Metrics are all trending upward. The report was brief given the focus on the budget.

90. General Discussion

None

100. Adjournment

The meeting was adjourned at 9:08 AM

Next Meeting

The next TAC meeting is scheduled for June 14, 2012.